Contract Agreement Between:

# CONTRACT

WLWT-TV/DT CINCINNATI
www.wlwt.com

**WLWT**
**1700 Young Street**
**Cincinnati, OH 45202**
**(513)412-5000**

And:

**Strategic Media Placement OH**
**7669 Stagers Loop**
**Delaware, OH 43015**

| Contract / Revision | Alt Order # |
|---|---|
| 950523 / | |

| Product |
|---|
| **GENERAL** |

| Contract Dates | Estimate # |
|---|---|
| **09/12/12 - 09/25/12** | **2680** |

| Advertiser | Original Date / Revision |
|---|---|
| **Mandel/R/Senator** | 09/20/12 / 09/20/12 |

| Billing Cycle | Billing Calendar | Cash/Trade |
|---|---|---|
| EOM/EOC | Broadcast | Cash |
| **Station** | **Account Executive** | **Sales Office** |
| **WLWT** | Bob Sommerkamp | Cincinnati |

| Special Handling |
|---|
| |

| Demographic |
|---|
| Adults 25-54 |

| IDB# | Advertiser Code | Product Code |
|---|---|---|
| | | |

| Agency Ref | Advertiser Ref |
|---|---|
| | |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | WLWT | 09/12/12 | 09/16/12 | 11-1135p M-Su | 11-1135p | | :30 | | | NM | 3 | $1,050.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | ---111- | 3 | $350.00 | | | | | | |
| 2 | WLWT | 09/12/12 | 09/16/12 | Sa/su7-8a news | Sa/su7-8a | | :30 | | | NM | 2 | $1,600.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | -----11 | 2 | $800.00 | | | | | | |
| 3 | WLWT | 09/12/12 | 09/16/12 | Sa/Su 6p news | Sa/Su 6p News | | :30 | | | NM | 2 | $200.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | -----11 | 2 | $100.00 | | | | | | |
| 4 | WLWT | 09/12/12 | 09/16/12 | Sa/Su 5-6a News | Sa/Su 5-6a | | :30 | | | NM | 2 | $80.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | -----11 | 2 | $40.00 | | | | | | |
| 5 | WLWT | 09/12/12 | 09/16/12 | Sa/Su 6-7a News | Sa/Su 6-7a | | :30 | | | NM | 2 | $130.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | -----11 | 2 | $65.00 | | | | | | |
| 6 | WLWT | 09/13/12 | 09/13/12 | 530-6p M-F news | 530-6p | | :30 | | | NM | 1 | $1,000.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | ---T--- | 1 | $1,000.00 | | | | | | |
| 7 | WLWT | 09/14/12 | 09/14/12 | 6-630p M-F news | 6-630p | | :30 | | | NM | 1 | $1,000.00 |
| Class of Time - Pre-emptible with notice | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | ----F-- | 1 | $1,000.00 | | | | | | |
| 8 | WLWT | 09/12/12 | 09/16/12 | Su 9-10a News | Su 9-10a | | :30 | | | NM | 1 | $200.00 |
| Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

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| Contract Dates | Product | Estimate # |
|---|---|---|
| **09/12/12 - 09/25/12** | GENERAL | **2680** |

| Advertiser | Original Date / Revision |
|---|---|
| **Mandel/R/Senator** | 09/20/12 / 09/20/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Week: | | Start Date 09/10/12 | End Date 09/16/12 | Weekdays ------S | Spots/Week 1 | Rate $200.00 | | | | | | |
| 9 | WLWT | 09/12/12 | 09/16/12 | Late News after NFL | Late News | | :30 | | | NM | 1 | $300.00 |
| | | Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | |
| Week: | | Start Date 09/10/12 | End Date 09/16/12 | Weekdays --WT--S | Spots/Week 1 | Rate $300.00 | | | | | | |
| N 10 | WLWT | 09/17/12 | 09/21/12 | 6-630p M-F news | 6-630p | | :30 | | | NM | 2 | $550.00 |
| | | Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | |
| Week: | | Start Date 09/17/12 | End Date 09/23/12 | Weekdays 11111-- | Spots/Week 5 | Rate $275.00 | | | | | | |
| Spot | Ch | Date Range | | Description | Start/End Time | Weekdays | Length | | Rate | Type | | |
| 3 | *WLWT* | *09/17/12-09/23/12* | | *6-630p M-F news* | *6-630p* | MTuWThF---- | *:30* | | *~~$275.00~~* | *NM* | | |
| | *Credited* | | | | | | | | | | | |
| 4 | *WLWT* | *09/17/12-09/23/12* | | *6-630p M-F news* | *6-630p* | MTuWThF---- | *:30* | | *~~$275.00~~* | *NM* | | |
| | *Credited* | | | | | | | | | | | |
| 5 | *WLWT* | *09/17/12-09/23/12* | | *6-630p M-F news* | *6-630p* | MTuWThF---- | *:30* | | *~~$275.00~~* | *NM* | | |
| | *Credited* | | | | | | | | | | | |
| 11 | WLWT | 09/22/12 | 09/23/12 | Sa/su7-8a news | Sa/su7-8a | | :30 | | | NM | 2 | $350.00 |
| | | Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | |
| Week: | | Start Date 09/17/12 | End Date 09/23/12 | Weekdays -----11 | Spots/Week 2 | Rate $175.00 | | | | | | |
| 12 | WLWT | 09/23/12 | 09/23/12 | Late News after NFL | Late News | | :30 | | | NM | 1 | $300.00 |
| | | Class of Time - Immediately Pre-emptible without notice | | | | | | | | | | |
| Week: | | Start Date 09/17/12 | End Date 09/23/12 | Weekdays ------S | Spots/Week 1 | Rate $300.00 | | | | | | |
| 13 | WLWT | 09/17/12 | 09/20/12 | 11-1135p M-Su | 11-1135p | | :30 | | | NM | 3 | $5,100.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| Week: | | Start Date 09/17/12 | End Date 09/23/12 | Weekdays 1-11--- | Spots/Week 3 | Rate $1,700.00 | | | | | | |
| N 14 | WLWT | 09/25/12 | 09/25/12 | 530-6p M-F news | 530-6p | | :30 | | | NM | 1 | $1,000.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| Week: | | Start Date 09/24/12 | End Date 09/30/12 | Weekdays -1----- | Spots/Week 1 | Rate $1,000.00 | | | | | | |
| N 15 | WLWT | 09/24/12 | 09/25/12 | 6-630p M-F news | 6-630p | | :30 | | | NM | 2 | $2,000.00 |
| | | Class of Time - Pre-emptible with notice | | | | | | | | | | |
| Week: | | Start Date 09/24/12 | End Date 09/30/12 | Weekdays 11----- | Spots/Week 2 | Rate $1,000.00 | | | | | | |
| N 16 | WLWT | 09/24/12 | 09/24/12 | Late Night w/Jimmy Fallon | 1237-136a | | :30 | | | NM | 1 | $40.00 |
| Week: | | Start Date 09/24/12 | End Date 09/30/12 | Weekdays M------ | Spots/Week 1 | Rate $40.00 | | | | | | |
| | | | | | | | | | | Totals | 27 | $14,900.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---|---|---|---|
| 08/27/12 -09/25/12 | 27 | $14,900.00 | $12,665.00 |
| Totals | 27 | $14,900.00 | $12,665.00 |

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| **Mandel/R/Senator** | 09/20/12 / 09/20/12 |

**Signature:** _____ **Date:** _____

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